

**POWER OF ATTORNEY BY ASSIGNEE**

To the Commissioner of Patents and Trademarks:

The undersigned assignee of the entire interest in application for letters patent filed concurrently herewith for **SYSTEM AND METHOD FOR IMPROVING THE PERFORMANCE OF ELECTRONIC MEDIA ADVERTISING CAMPAIGNS THROUGH MULTI-ATTRIBUTE ANALYSIS AND OPTIMIZATION**, and having the named inventors E. Diane Chang, Richard E. Chatwin, Sachin Kumar, Sanjay Ranka, James R. Welsinger, and Jason Lenderman, hereby appoints the following attorneys to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith; said appointment to be to the exclusion of the inventor(s) and his (their) attorney(s) in accordance with the provisions of 37 C.F.R. 1.32: Harold C. Hohbach, Reg. No. 17,757; Aldo J. Test, Reg. No. 18,048; Donald N. MacIntosh, Reg. No. 20,316; Edward S. Wright, Reg. No. 24,903; David J. Brezner, Reg. No. 24,774; Robert B. Chickering, Reg. No. 24,286; Richard F. Treccartin, Reg. No. 31,801; Michael A. Kaufman, Reg. No. 32,988; Edward N. Bachand, Reg. No. 37,085; R. Michael Ananian, Reg. No. 35,050; Robin M. Silva, Reg. No. 38,304; Maria S. Swiatek, Reg. No. 37,244; provided that if any one of said attorneys ceases being affiliated with the law firm of Flehr Hohbach Test, Albritton & Herbert, LLP as partner, employee or of counsel, such attorney's appointment as attorney and all powers derived therefrom shall terminate on the date such attorney ceases being so affiliated.

In accordance with 37 CFR 3.73 the assignee hereby certifies that the evidentiary documents with respect to its ownership have been reviewed and that, to the best of assignee's knowledge and belief, title is in the assignee seeking to take this action.

Direct all telephone calls to R. Michael Ananian at (415) 781-1989

Address all correspondence to:

FLEHR HOHBACH TEST  
ALBRITTON & HERBERT, LLP  
Suite 3400, Four Embarcadero Center  
San Francisco, California 94111

Date:

3/22/2002

Assignee: PARAMARK, INC.

By: SANJAY RANKA

(typed name)

Signature: Sanjay Ranka

Title: Chief Technical Officer

Address: 1270 Oakmead Parkway #214

Sunnyvale, California 94086